

# Red Carpet

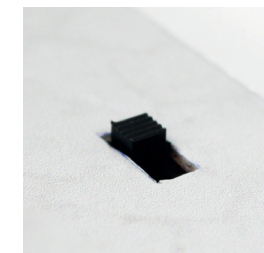
JÖVAN



The Red Carpet represents the feeling of freedom, the freedom to do what you want to do and to feel special. This display is a mediation of self-confidence: Take the initiative, be seductive, be the main character and let yourself be admired. JOVAN perfume as a metaphor for women in their prime time of life.



The stairs emphasize the modest shape of the perfume, so that it appears classy and precious



Switch button of the light is placed behind the last product



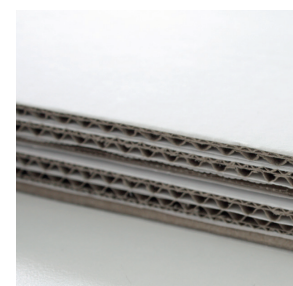
Side walls separate the product with the testing unit to round off the design



The lightning chain gains the attention of the customer and guides the way to the perfume



Whole cushion can be laid out completely flat for transportation and storage



Substructure consists of layered cardboards (B-flute) for more stability and a high quality appearance



Through the inlay the perfumes can stand straight next to each other



The red carpet establishes a connection between the perfume and the customer



Teststrips are integrated in the design of the display and have a high recognition value

